



Blueprint for Sustainability



Drive green.

Technology Migration Plan



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2007

2011

2020

2030

Near Term

Begin migration to advanced technology

Mid Term

Full implementation of known technology

Long Term

Continue leverage of Hybrid technologies and deployment of alternative energy sources

Near Term

- Advanced powertrain technology including EcoBoost engines, 6-speed transmissions, dual clutch
- Electric power steering – begin global migration
- Dual clutch and 6 speed transmissions replace 4 & 5 speeds
- Flex Fuel Vehicles
- Add Hybrid applications
- Increased unibody applications
- Introduction of additional small vehicles
- Battery management systems – begin global migration
- Aero improvements
- Stop/Start systems (micro hybrids) introduced
- CNG/LPG Prep Engines available where select markets demand

Mid Term

- EcoBoost engines available in nearly all vehicles
- Electric power steering - High volume
- Six speed transmissions - High volume
- Weight reduction of 250 – 750 lbs
- Engine displacement reduction aligned with weight save
- Additional Aero improvements
- Increased use of Hybrid Technologies
- Introduction of PHEV and BEV
- Vehicle capability to fully leverage available renewable fuels*
- Diesel use as market demands
- Increased application of Stop/Start

Long Term

- Percentage of Internal combustion engines dependent on renewable fuels
- Volume expansion of Hybrid technologies
- Continued leverage of PHEV, BEV
- Introduction of fuel cell vehicles
- Clean electric / hydrogen fuels
- Continued weight reduction actions via advanced materials



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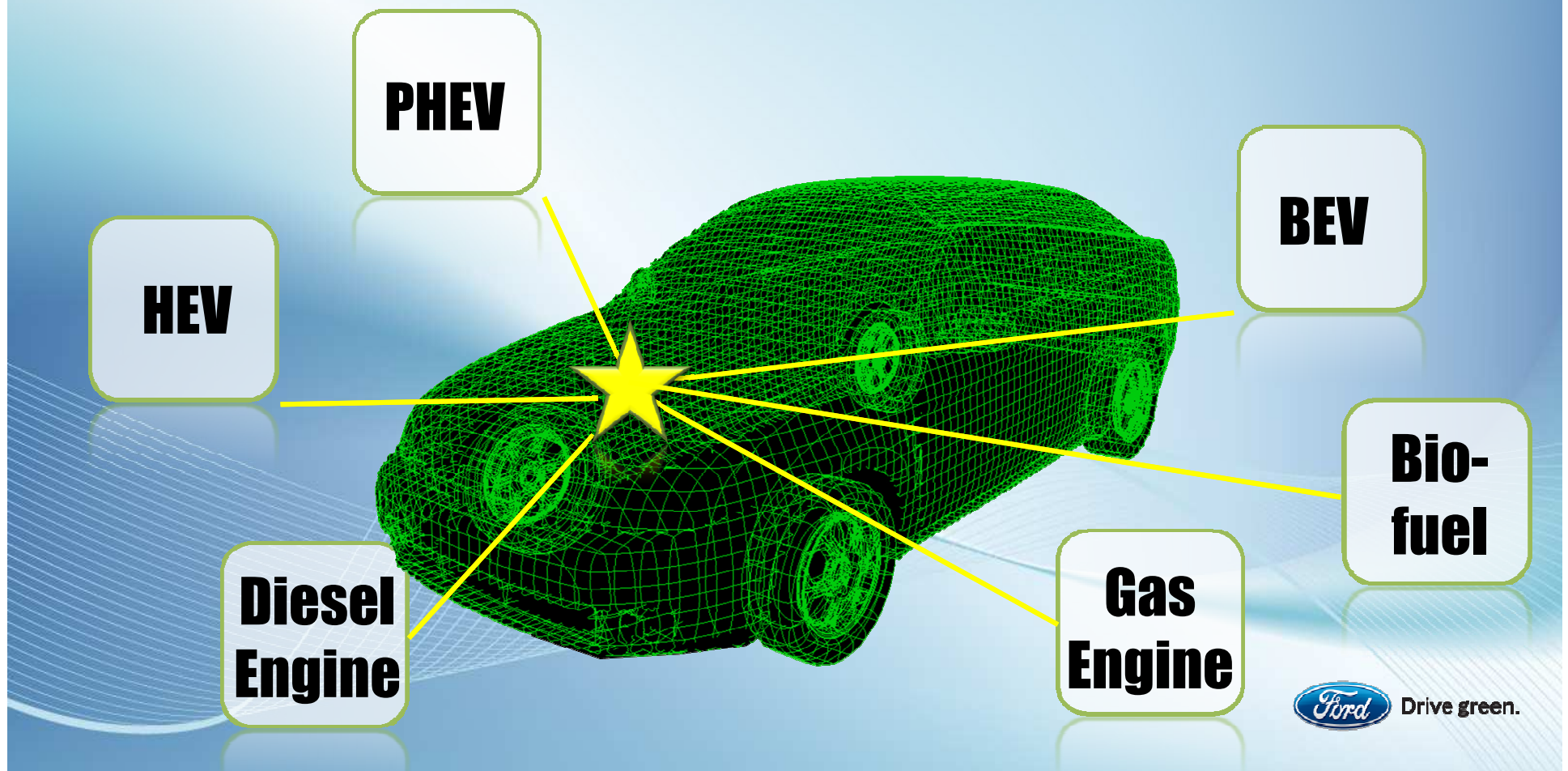
Ford Powertrain Strategy

Leveraging Global Platforms

Plug & Play into High Volume Platforms with Global Reach



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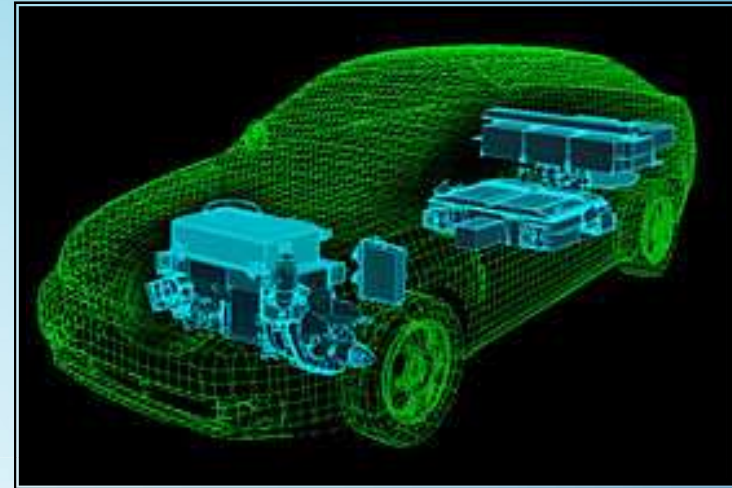
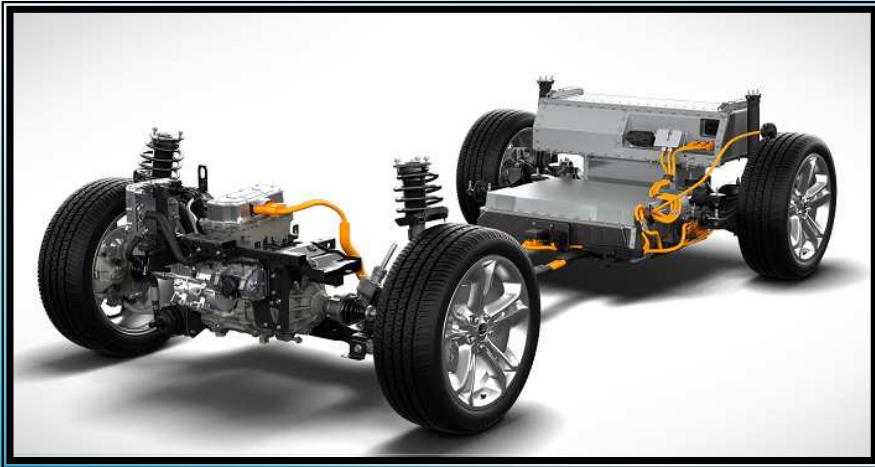


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Drive Green - Electrification



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ONE Ford Electrification Strategy

- Launching five electrified vehicles in the U.S. by 2012
- Introducing a variety of new technologies including Microsoft Hohm that will optimize the way owners recharge their vehicles
- Creating a center of excellence for vehicle electrification where Ford will design, engineer and produce key components for our next generation electric vehicles
- Delivering a suite of electrified vehicles and build a plan that offers the widest possible range of technology solutions.



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**Ford
Fusion Hybrid**



**Ford
Escape Hybrid**



**New for 2011
Lincoln MKZ
Hybrid**



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Transit Connect Electric



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Transit Connect Platform is Suited to All-Electric

- Combination of driving dynamics, cargo capacity, accessibility and low cost of operation makes Transit Connect an ideal platform
- Perfectly suited for users who have predictable, short-range routes with lots of stop-and-go in urban and suburban environments
- Designed, engineered and manufactured by Ford on a dedicated global commercial vehicle platform.



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Commercial Truck Hybrid Initiatives



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- Azure Dynamics Parallel Hybrid Parcel Delivery Vehicle based on E-450 Chassis



- Eaton F-550 Trouble Truck based on F-550 Chassis Cab



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Focus Battery Electric



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- Based on the all-new Ford Focus mainstream vehicle
- Focus Electric will offer adequate range to cover the majority of daily driving habits
- A mile-per-gallon equivalent better than Chevrolet Volt and competitive with other battery electric vehicles.
- A full recharge of the Focus Electric is expected to take three to four hours at home with the 240-volt charge station
- Targeted to launch in North America in 2011



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C-Max Hybrid



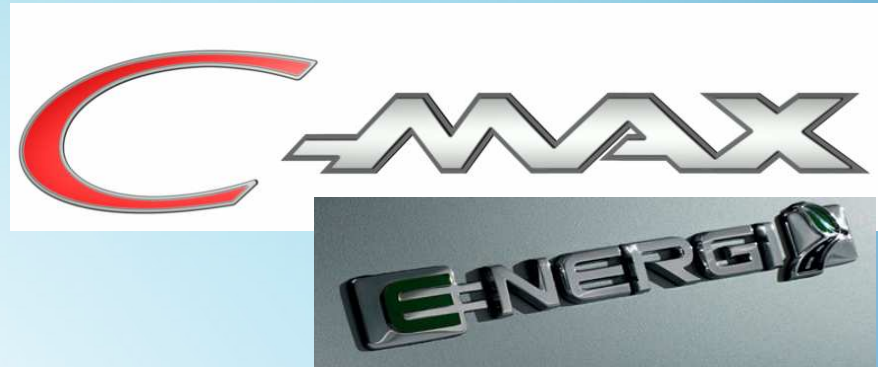
- Five passenger multi activity vehicle leveraging Ford's global C-car platform
- Incorporates our third generation full hybrid technology
- Targeted to deliver better fuel economy than the 41 mpg Ford Fusion Hybrid
- Builds on the success of the critically acclaimed powersplit architecture used in current hybrids allowing it to operate in fuel saving electric mode beyond 47 miles per hour
- Targeted to launch in North America in 2012



C-Max Energi Plug in Hybrid



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- Targeted to deliver more than 500 miles of driving range using the battery and engine – more than any other plug-in or extended range vehicle
- Efficiencies of its right-sized battery system enables full charge overnight on a 120 volt outlet
- Initially operates in charge depletion mode providing electric driving range. When battery is depleted, it switches to charge sustaining hybrid mode for continued optimal fuel economy
- Targeted to launch in North America in 2012



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Drive Green - Electrification



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Smarter Interface

- Owners will have access to a suite of driver information systems – on board and off board – to help them manage the recharge process and select the most eco friendly route on board
- Unique execution of MyFord Touch driver connect technology especially for electrified driving
- New MyView feature allows drivers access vehicle data such as the electric demands of vehicle accessories that influence fuel economy
- New Brake Coach features helps to educate drivers to optimize their use of the regenerative brakes



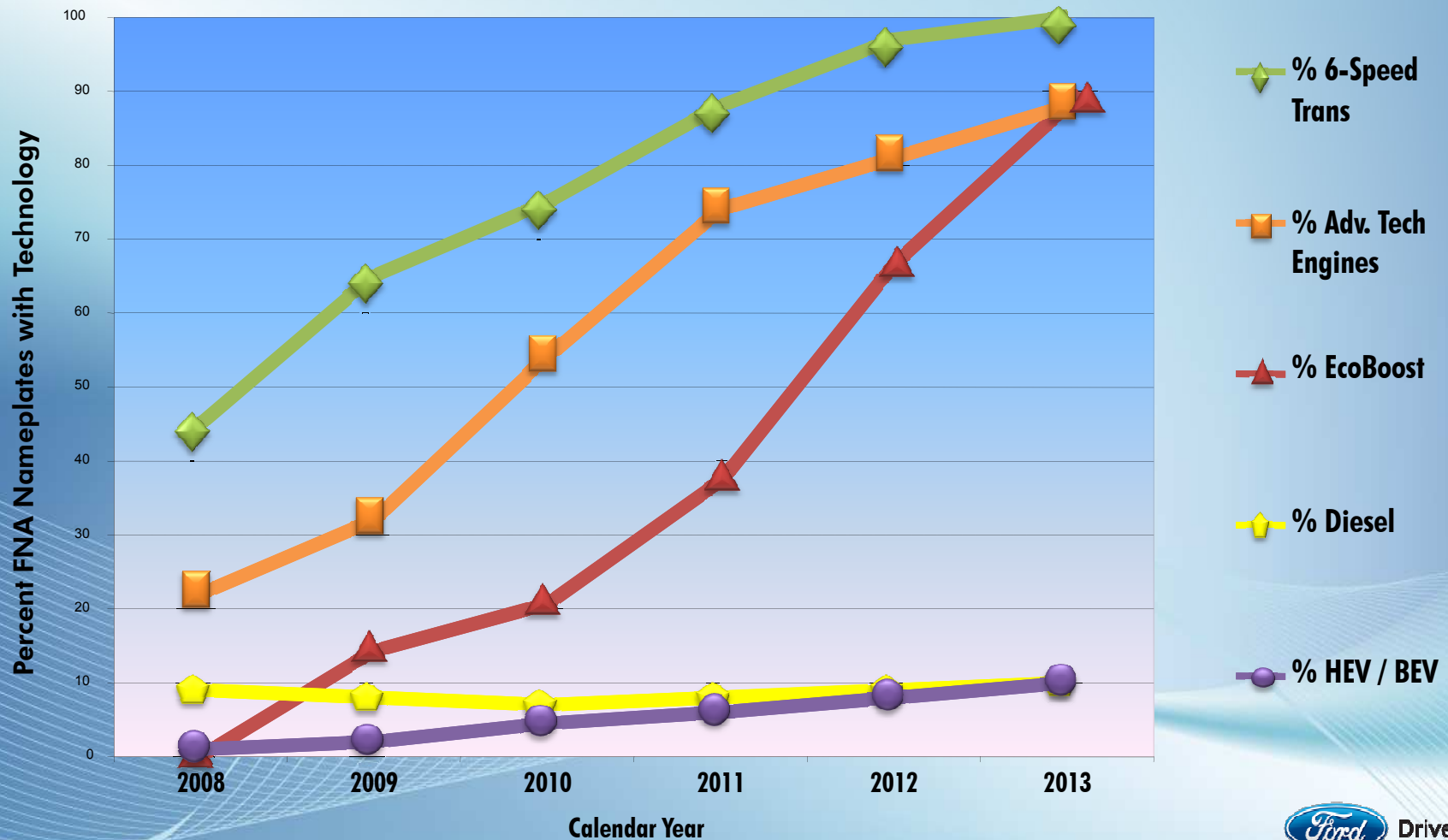
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Powertrain Technology Migration



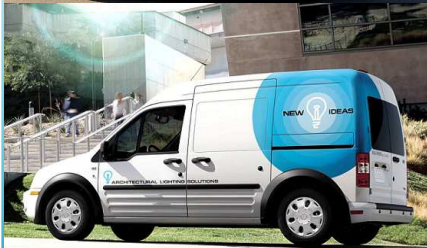
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North American Ford Powertrain Showroom Migration



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Sustainable Portfolio of Products





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